



County of Page, Virginia

Request for Proposal Mass Emergency Notification System

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1.0 Introduction

Page County invites the bidder to submit a proposal to supply, install and maintain a mass emergency notification system.

2.0 Instruction to Bidders

This section describes the procedures with which the bidder is expected to comply. It establishes ground rules for formatting responses. This helps the purchaser compare offerings and eliminates any confusion on how bidders should organize their responses.

- **Timetable.**

November 21, 2008	Publication of the RFP
December 5, 2008	Last day for questions and clarification must be received by 12:00 pm EDT
December 12, 2008	Proposal responses must be received at the County Administrators office by 3:00 pm EDT
December 15, 2008	Proposal responses opened, reviewed and ranked by selection committee
December 15, 2008	Pre-Contract award announcement posting
December 15, 2008	Contract awarded
Within 30 days of contract being awarded	Work scheduled to start

- **Questions and Clarification.** Should the bidder require any clarification or have questions with regard to this RFP, all inquiries must be written and submitted via email. Question must address and reference specific portion or area of the RFP for acceptance. All questions and associated answers will be provided to all bidders. Submit questions to gstewart@pagecounty.virginia.gov.
- **Proposal Format.** In order to be considered for selection, bidders must submit a complete response to the RFP. One (1) original, four (4) copies, and a CD containing a PDF file must be submitted. The bidder shall make no other distribution of the proposal. An authorized representative of the bidder shall sign proposal on a cover letter. The bidder must include at minimum company information to include: DUNS, headquarters location, identification of key management personnel and provide as an appendix attachment a copy of corporate certificate of insurance. All information requested should

be submitted. Failure to submit all information requested may result in the possibility of requiring a prompt submission of missing information and/or giving lowered evaluation of the proposal. Proposals, which are substantially incomplete or lacking key information, may be rejected. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are not subject to negotiation.

Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.

Proposals should be organized in the order in which the requirements are presented in the RFP. All pages of the proposal should be numbered. Each paragraph in the proposal should reference the paragraph number of the corresponding section of the RFP. It is also helpful to cite the paragraph number, and repeat the text of the requirement as it appears in the section of the RFP. If a response covers more than one page, the paragraph number should be repeated at the top of the next page. The proposal should contain a table of contents, which cross-references the RFP requirements. Information which the bidder desires to present that does not fall within any of the requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find where the RFP requirements are specifically addressed. The bidder's proposal should provide all the information that it considers pertinent to its qualifications for the project and which respond to the RFP.

Each copy of the proposal should be bound or contained in a single volume, and tabbed where practical. All documents submitted with the proposal should be contained in that single volume.

Offeror shall submit, in a separate section of the proposal, any information considered by the Offeror to be trade secrets or proprietary information, shall clearly identify the information as trade secrets or proprietary information and shall state the reason why protection is necessary. Offerors may not declare the entire proposal proprietary nor may they declare proposed pricing to be proprietary. References may be made within the body of the proposal to proprietary information; however all information contained within the body of the proposal, not in the separate section labeled proprietary, shall be public information.

The proposal shall be organized and labeled in four (4) sections exclusive of a cover letter and appendix or attachments, which may be submitted as follows:

Management Approach
Technical Approach
References/Past Performance
Pricing

The proposal shall not exceed 50 pages for sections 1 & 2. Section 3 references shall not exceed one (1) page for each cited reference. Section 1 shall not exceed ten (10) pages in length. Section 1 shall not contain any sales or marketing information that is not requested nor will it be accepted as compliance to the requirements for Section 1. Page limits exclude any appendices and charts or diagrams provided that will aid in any possible clarification on approach. The response will be in Arial or Times New Roman font, size 10 or 12 point with 1 inch margins.

A draft of a proposed project plan shall be included as an appendix. The plan should include milestones to be accomplished and an estimated completion date. Project plan shall indicate any proposed user training requirements and scheduling.

Subcontractors (including other Consultants, advisors and suppliers) to be used shall be identified and describe specific responsibilities, qualifications, and background experience of all key personnel. Information on how subcontractor management will be implemented and managed must be included.

All diagrams, drawings, graphs, tables and other supporting documents provided by the bidder, must be clearly labeled, identified and referenced for relevance in bidder's proposal response. Items not properly referenced will be removed and not considered.

- Evaluation Criteria. An Evaluation Committee will evaluate the proposals using the following criteria:

Qualification of the Offeror to perform the service based on resumes provided, experience of subcontractors, and references provided. A best value approach will be utilized for the selection.

Offeror's written narrative/approach to fulfilling services covering both technical and management.

Evaluation of any proposed subcontracting

Evaluation of personnel qualifications

Evaluation of three (3) references/past performance and relevance to the scope of the RFP, and financial qualifications to perform services

Evaluation of the proposed Project Plans

Price analysis and/or cost realism, cost evaluation fees/schedule of fees as outlined including travel and lodging

Cost realism (cost realism is defined as costs that are realistic for the work to be performed, reflects a clear understanding of the requirements and is consistent with the various elements of the offeror's technical proposal. Cost realism may result in proposed cost being adjusted upwards for evaluation purposes, based on technical deficiencies.).

The evaluation factors are listed in their relative order of importance in descending order: (i) Technical Approach; (ii) Management Approach; (iii) Personnel Qualifications; (iv) Project Plans; (v) Price; and (vi) Organizational Past Performance and financial capacity to perform services.

- Pricing. Define pricing in terms of unit prices, turnkey installations, discounts and pricing validity dates. General terms and conditions should be given.
- Right of Rejection. The County of Page, a political subdivision of the Commonwealth of Virginia, reserves the right to reject any and all bids submitted in response to this Request for Proposal.
- Right of Incorporation. The bidder's response to this RFP constitutes a business offer and the purchaser may incorporate all or part of the response in any contract.
- Delivery of Proposal Responses.

ALL BIDS MUST BE CLEARLY LABELED "SEALED BID DO NOT OPEN."
PROPOSALS MAY BE MAILED, HAND DELIVERED OR COURRIED.
DELIVER PROPOSALS TO:

County of Page
Attn: Gene Stewart, Emergency Services Coordinator
117 South Court Street
Luray, Virginia 22835

3.0 **Company Background and Information**

- 3.1 Please provide an Executive Summary of your organization and include the following information:

Company Name
Company Address
Phone Number
Fax Number
Company Size
Years in Business
Internet Web address
Submitted by
Title
Email address

- 3.2 Please provide a description of the proposed service in no more than 2 pages.
- 3.3 Respondents must have been in the business of web based mass emergency notification systems for at least ten (10) years.
- 3.4 Please provide at least three (3) references. A detailed narrative describing the term, type and scope of work performed for each reference.
- 3.5 Respondents must have extensive experience servicing federal, state, and/or local government, and must provide a client history to demonstrate that it has had comparable service experience.
- 3.6 Please provide a minimum of two (2) real life (non-testing) instances where your proposed system has been effectively used for mass notification.
- 3.7 Please advise if you intend to perform and complete all work described in this RFP as a single Contractor. If not, list the name of all proposed subcontractors and their role in providing services.
- 3.8 Vendor must be able to provide evidence that they have launched over 1 million calls in one day for city and county clients.

4.0 **System Requirements.** This section defines requirements in terms of system.

- 4.1 The mass emergency notification System must have the capacity to provide a high volume of calls over a short period of time. Please explain call volume capabilities and limitations.

- 4.2 System must have the ability to detect local telephone company infrastructure limitations and adjust the volume of calls as needed to increase throughput (e.g. throttle outbound call volume as to not overwhelm the telephone company infrastructure).
- 4.3 The system should have the ability to recognize human voice vs. an answering machine and wait until the outgoing message from an answering machine or voicemail has ended prior to leaving the emergency notification message.
- 4.4 The mass notification system must repeatedly attempt redials for all numbers where there is no answer.
- 4.5 The mass notification system must incorporate the use of a mapping tool that allows the user to designate an area to be notified.
- 4.6 The system must have the ability to designate specific addresses while determining a radius around these target areas.
- 4.7 System must have the ability to prioritize notifications closest to the event location and expend outward from that location.
- 4.8 Please advise if Page County and/or other agencies utilizing this system can pre-determine scenarios for future call outs. Is there a limit to the number of scenarios that can be created?
- 4.9 Explain the types of devices your system is capable of activating, including pagers, text messaging, etc. Is there an extra charge for these notifications?
- 4.10 System must be web based, and require no software or hardware to be housed on site.
- 4.11 Please explain how messages are initiated.
- 4.12 Explain where our community falls in priority with other clients you may have, for example, during a mass event affecting a multi-state area.
- 4.13 System must be specifically designed as a mass emergency notification system.
- 4.14 System must be capable of sending notification events 7x24x365 via a personal computer and internet access.
- 4.15 The incoming phone number must be the same each time and residents must be able to call the number back and hear the last message that was sent to that phone number along with the date and time the message was sent.
- 4.16 System must interface with the National Weather Service.

- 4.17 System must be able to make automated Weather Warning calls.
- 4.18 System must use just the Lat/Long Polygon box that is issued from the National Weather Service with their warnings as a target for the systems automated Weather Warning calls.
- 4.19 System must provide unlimited automated Weather Warnings with no price per call.

5.0 Reporting

- 5.1 All report data must be updated in real time and exportable to current version of Microsoft Excel.
- 5.2 What kind of reporting and archiving capabilities does the base system have?
- 5.3 System must provide the status of every connected and non-connected call, indicating whether or not the call was answered by a live person, answering machine, busy signal or operator intercept. This information must be provided in list format that includes each citizen's name, phone number, address, city, state, and zip code.

6.0 Security

- 6.1 System must have redundant dialing facilities in a minimum of three distinct geographical locations.
- 6.2 System must be designed so that if a server or dialer fails, the system will self heal and automatically roll over to another server or dialer.
- 6.3 Please describe your system redundancies.
- 6.4 Please describe the security features of your system that prevent unauthorized access.
- 6.5 Please provide information regarding the potential for failure of the system to work due to a catastrophic event at one or more locations affecting the proposer's infrastructure.

7.0 Database Management

- 7.1 System shall have the capability to scrub/validate data imported from other databases to prevent duplication.

7.2 System should have the capability to import data from other databases (e.g. 911 database or Page County contacts database, etc.). Please describe any costs associated with updates. Please explain how the database is populated.

7.3 How often is your database updated and who handles the updates?

8.0 Training, Maintenance and Implementation

8.1 Initial training must be provided and quarterly training webinars must be available at no additional cost. Please describe initial and follow up training.

8.2 In summary, describe training courses, and associated hours.

8.3 Vendor must provide training manuals and documentation for Page County.

8.4 Describe the technical support that is provided by your company with regards to the proposed product.

8.5 Please describe how system maintenance will be handled and the level of Page County's involvement required.

8.6 Describe the timeframe for the implementation process of the mass emergency notification software system and/or service, which you are proposing. How long will it take before the system would be fully operational?

9.0 Costs

9.1 System must bill call time in 6 second increments. How does your system track call times? Is it based on the message length? When does the call time start?

9.2 Explain potential out-year price increases that your company may charge that are not associated with an increase of population in Page County.

9.3 System must include a minute bank of at least 30,000 minutes.

9.4 Are there fees associated with updates of the database?

9.5 Mass emergency notification service pricing should be based on an annual fee that includes all costs for the operation of the system with no annual increase based on equipment or population.